



Minutes
City Council Education, Technology & Economic
Development Committee
March 4, 2008

Minutes of the Council Education, Technology and Economic Development Committee held on March 4, 2008, 2:00 p.m., at the Tempe Historical Museum, 809 E. Southern, Tempe, Arizona.

Council Committee Member Present:

Councilmember Onnie Shekerjian, Chair

Council Committee Member Absent:

Councilmember Barb Carter

City Staff Present:

Jennifer Adams, Dep Pub Wrks Mgr
Tom Canasi, Comm Svcs Mgr
Kate Hanley, TCC Exec Dir
Shelley Hearn, Comm Rel Mgr
Dave Heck, Deputy IT Mgr
Wydale Holmes, TLC
Jan Hort, City Clerk
Gretchen Maynard, TLC Admin
Teri Metros, Deputy Comm Svcs Mgr
Dr. Alex Smith, Tech Dev Specialist
Oliver Ncube, Deputy Pub Wrks Mgr

Guests Present:

Steve Adolph, TUHSD Superintendent
Amanda Burke, ASU, Associate Director of the Office of University Initiatives
Chris Bustamante, Rio Salado Community College
Sharon Doyle, TUHSD Foundation, TIE Foundation
Sue Henderson, UPSI, ASU
Jerrod Longoria, ASU – Student Government
Stephanie Salazar, ASU
Elaine Stover, ASU, Career Services

Chair Shekerjian called the Technology portion of the meeting to order at 2:07 p.m.

Technology

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 – AMA Internship Fair

Dr. Alex Smith summarized that staff met with Kitty McGrath, Director of Undergraduate Business Career Center, and she said their internal survey revealed that 70% of students already have jobs and of that, 25% have full-time jobs. She didn't know how much need there was for this internship fair.

Elaine Stover added that there is a need on the employer side, but not necessarily a perceived need on the student side. She wouldn't want to set employers up for disappointment.

Dr. Smith explained that she isn't comfortable calling it "internship" and felt it is more of a "career mixer." She discouraged having booths and tents and suggested something more informal. She is the one giving Peter Hodgson the guidance and he wants to follow what she says.

Councilmember Shekerjian didn't want to question her statistics, but it is hard for students to find jobs and there is a disconnect. As much as the University may say there isn't, the reality is they are having a hard time finding those positions. Even Peter, who is chairman of the Students Association for Marketing, couldn't find a position and he is graduating with honors.

Ms. Stover added that it depends on what they are looking for. She is seeing more of an interest on the part of employers. There are situations where someone is graduating and they can't find anything, and there are situations where a position goes unfilled because the people they are looking for aren't necessarily the ones looking for jobs.

Councilmember Shekerjian asked whether Peter has surveyed his membership.

Dr. Smith responded that he assessed with Peter the need for a formal vs. informal meeting. Peter scheduled his meeting for March 27th with a start time of 4:45. It will be in a lawn tent and he is estimating that there will be about 20 students in attendance. It is important to have enough bodies there to make the business representatives happy. He is waiting for final word from Peter.

Ms. Stover clarified that when she hears "internship" she thinks about part-time during school. She asked whether the desire was instead for post-graduate.

Councilmember Shekerjian responded that students are looking for experiences they can add to their resumes so they are more viable.

Dr. Smith added that this is where we come to the informal process. ASU views internships for six weeks, paid or unpaid, with credit.

Ms. Stover clarified that she was considering formal vs. informal for the event itself.

Dr. Smith clarified that he meant formal vs. informal internships.

Ms. Stover stated that at ASU, an internship means it is basically related to a student's career interest or major. Only certain departments offer credit.

Dr. Smith added that it is department-dependent. There's no complete guide to internships at ASU.

Councilmember Shekerjian added that students are not so interested in pay, but in resume-building.

Dr. Smith added that is what he talks to the businesses about. He urges them to just talk to the students about the opportunity. He has about ten businesses that would be willing to attend. The problem is to make sure Peter has enough students there.

Ms. Stover asked if the AMA meets during that timeframe.

Dr. Smith responded that they do not, and this would be right before their meeting.

Ms. Stover suggested that if the marketing students are being targeted, AMA is a good venue, but if it is separate from when they are meeting, the crowd might be less than for their regular meeting.

Dr. Smith clarified that it would need to be an hour before to make sure the businesses can get there from central Phoenix. He can't do it during the regular meeting because the agenda is already full and he has a company coming in.

Shelley Hearn asked that if their meeting lasts about two hours, couldn't one hour be used for this.

Dr. Smith explained that it looked like it was pretty booked up with resume-building and interviewing skills. This was going to be an add-on activity. It would have to start about 3 p.m. or 4 p.m. because their regular meeting starts at 4:45. Even with twenty students and ten businesses, that amount of interaction would last from 35 to 40 minutes. That would mean getting people into downtown Tempe about 3:30 p.m. on a Thursday. Peter only has access to a given number of parking spots on campus.

Councilmember Shekerjian asked if it could be held at another location.

Dr. Smith responded that they wouldn't get the students.

Ms. Stover clarified that Kitty is not their advisor. Every campus organization has a faculty advisor.

Dr. Smith responded that Peter suggested that we meet with Kitty.

Ms. Stover added that you can get access to more parking if you ask far enough in advance.

Councilmember Shekerjian suggested that Peter get RSVP's for the people willing to attend.

Dr. Smith responded that Peter said he would do it, but he hasn't gotten back to him yet.

Councilmember Shekerjian asked if the meeting could be held in April.

Dr. Smith responded that it would be too close to spring break and too close to another one of their national meetings and school gets out on April 29th.

Councilmember Shekerjian asked for Dr. Smith's recommendation.

Dr. Smith responded that if Peter can get 20 people, he can get the businesses there, but he didn't want to have them come to downtown Tempe and have them sit with five students. He is talking about getting 30 people there for the meeting as is, so we are probably realistically looking at 15 students. Peter was in the process of sending out an email today and he suggested he do a little survey to see what he's looking at.

Ms. Stover asked if it was Peter's idea to do something like this, or was it the Committee's idea.

Councilmember Shekerjian explained that she and Sheri Wakefield-Saenz met with Peter in January because he wanted to know if there were things the Committee could do to work in collaboration with his organization to access businesses. It wasn't something we pushed on him. Sheri suggested this, and unfortunately, he started on it in January and because it has so many people involved, it would probably have been best if we had started last fall in preparation for this spring. Peter was thinking it would be a wonderful benefit to the student marketing association if students had the opportunity to have access to something like this and it could also bring in some funds for their organization. It could have been a very interesting idea, but the problem is that there were too many hurdles to get approval from and by the time we got to this point, we had a limited amount of time.

Ms. Stover added that they try to collaborate with different groups on campus as much as they can. On Friday, April 4th, they will have their largest event of the spring, "Arizona Collegiate Job Fair" on Hayden lawn. The last one had 1900 students attend. The timing is such that the event itself doesn't start until 12:30 p.m., and the employers are coming from 11:00 to 12:30 to get set up and have lunch. What other business groups have done in the past is piggyback with an event that is already happening so they can invite employers who are coming to that event to meet separately, but in the same timeframe with the marketing students because they are already coming on campus. They already have that whole space reserved, so it is an option.

Councilmember Shekerjian asked if it could be something where that organization is part of it in terms of being highlighted.

Ms. Stover explained that she would give the AMA access to the list of employers who are coming and then whoever is their contact leader would invite the employers who are already coming to the job fair to come early or meet in the lunch tent and meet with the marketing students.

Councilmember Shekerjian asked if she wanted to work with Dr. Smith to suggest that because there would be less goodwill that would be wasted.

Dr. Smith agreed and said he would encourage Peter to work with her.

Ms. Stover added that another smaller event is scheduled for March 20th. It is a speed networking event and it is for small and local employers, plus some others, but they have maxed out at 65 employers. That would be another option. It will also be on Hayden lawn. They do about twenty events each year, and they don't want to have employers start to wonder which ones to go to. The event on March 20th is a very informal event.

Dr. Smith added that he tries to do a good job talking to businesses and asking about their employment status.

Councilmember Shekerjian clarified that this is about internships and not employment. She has been to several meetings over the past two years at ASU where even the big businesses are concerned about internships and students are saying they have to go through a professor to get an internship. The events you are doing seem to be concerned with careers and jobs.

Ms. Stover responded that their event on February 13th was entitled "Spring Career and Internship Fair." The upcoming job fair will have half for career positions and half for internships.

Dr. Smith added that oftentimes the internships lead to employment.

Ms. Hearn asked if there are specific types of businesses brought in or they across-the-board.

Ms. Stover explained that if the event is not targeted, it is across-the-board. The event on March 20th is for small, local, government, non-profit and healthcare employers. Those are targeted. Most are not targeted and range from the small employer to large employers.

Dr. Smith asked, in terms of capacity, especially for the smaller events, do they max them out.

Ms. Stover responded that it depends. With the event on Hayden lawn, they were able to accommodate 160+ employers for the February event, and they will be able to do the same for the event on April 4th.

Dr. Smith asked how many people are applying but there aren't spaces available. Is there a surplus?

Ms. Stover responded that for the February 13th event, they were able to accommodate 160 and they would have never been able to accommodate that many in the Union. There were 31 on the wait list. They register on line until it fills.

Ms. Hearn suggested having Dr. Smith on a list so that he has the information to supply to our employers about an upcoming event.

Dr. Smith clarified that the information is already on the City website.

Councilmember Shekerjian asked Dr. Smith if he uses that kind of information when he does retention calls.

Dr. Smith responded that he talks about recruitment and internships instead. Some smaller businesses have problems with the cost associated with internships directly out of the schools and that's where it moves into the gray area of the informal work experiences. Sometimes students are leery to do things like that because they are not getting credit for it.

Ms. Stover added that most students at ASU who do internships are not getting credit. Most do it for the pay, but most of them don't get course credits.

Councilmember Shekerjian added that internships can make a difference in whether a student gets a job.

Ms. Stover added that she would be willing to talk to Peter about partnering.

Councilmember Shekerjian asked for her recommendation. She didn't want to jeopardize the existing business relationships.

Ms. Stover responded that if Peter can guarantee at least twenty students, with 10 businesses, for that short period of time that would be reasonable. If he is unsure of that, then he should get in touch with her to discuss partnering.

Ms. Hearn agreed that it would seem to be better to partner so that they have more employers to talk to at an event that is already there.

Ms. Stover cautioned that even smaller employers will often have an expectation that because they are coming to ASU they will have hundreds of students to talk to.

Ms. Hearn suggested having them team up with a group of like skills. For example, graphics design, marketing, and public relations as a team.

Dr. Smith added that Peter said that if he couldn't get 20 students, then he would open it up to others.

Ms. Hearn added that an employer would be more interested in the broader aspect. It is beneficial to bring in the whole spectrum so the target isn't so narrow.

Dr. Smith asked Ms. Stover to send him information on the April 4th event. He will talk to Peter to see how we can help him. We can always get businesses together for things like this; it's just a matter of getting a critical mass on their end. Peter wants to bring value to his members and he thinks that if there are ten or fifteen businesses there, it will bring value.

Councilmember Shekerjian responded that it needs to bring value to the businesses, as well. She directed Dr. Smith to proceed with the best way to make it happen or not to happen. She suggesting possibly having a lunch event during the career fair for the AMA group.

Dr. Smith responded that if Peter chooses to do that, he could help him find some businesses that we deal with that have a need for that type of thing.

Dr. Smith was directed to proceed in the best way possible in either making it happen or not going forward to his best judgment.

Agenda Item #3 – Tempe WiFi Update

Dave Heck summarized that Kite Networks shut down services at the end of December, crippling customers with indoor service. Telscape Communications was granted permission to take over the agreement, but that fell through. The City sent notice to Gobility that they were in default of their agreement and the City is seeking retribution. If this is not fixed by March 28, they will be guilty of abandonment and the City can take ownership. Commonwealth Capital owns the equipment and said they would not allow that to happen. There will be a legal battle as to ownership, but he is hoping something positive will happen. A valuable asset is not being used. After March 28th, he will return with an update.

Agenda Item #4 – Future Agenda items

None.

The Technology Advancement portion of the meeting was adjourned at 2:55 p.m.

Chair Shekerjian called the Education portion of the meeting to order at 3:05 p.m.

EDUCATION

Agenda Item #1 – Public Appearances

None.

Agenda Item #2 – Approval of Minutes for January meeting

No action was taken. This was a typographical error. February minutes will be submitted for approval during the next meeting.

Agenda Item #3 – Career/Education Fair Update

This item was continued to the next meeting.

Agenda Item #4 – Technology-based Educational Best Practices – Promotion of “Cornerstones of Science” Reading Program at Tempe Library

Tom Canasi summarized that Cornerstones of Science (COS) is a national science literacy initiative originating from Curtis Memorial Library in Brunswick, Maine. Its mission is to connect children and adults to science and technology through books, programs and opportunities for community involvement in scientific issues. The project is being funded by a private benefactor and the Library receives about \$1,000 per year for programming and the purchase of recommended science books for children. The program serves ages five through twelve with hands-on programming and activities at the Library.

Agenda Item #5 – Library Programs: Live Homework Help; Reading Ahoy Program

Tom Canasi summarized that the Library recently began offering a new online service that connects students to expert tutors in math, science, social studies, and English via the Internet. Live Homework Help™ is being made available through a federal grant administered by the Arizona State Library. This free service allows students from 4th through 12th grade through introductory-level college students to connect with the program through a library computer or from their home computer. The service is available to any Tempe Public Library cardholder from Sunday through Thursday from 4 p.m. to 10 p.m. From 4 p.m. to 7 p.m., the program is available in Spanish. Interested persons may contact Teri Metros at 350-5551 or visit the Library’s website at www.tempe.gov/library/homeworkhelp/

The *Reading Ahoy!* Program is a new program available through a \$103K grant. This program is a new early childhood literacy and library card campaign, targeted to children three to seven years of age. It features the *ABC Treasure Map Game*, which uses the alphabet and a treasure map to locate items hidden throughout the library. Upon completion of the game, children get to open the treasure chest to receive a special t-shirt and pirate hat. Staff will be working with elementary schools to formulate the best way to introduce the program.

Mr. Canasi showed a marketing video. Librarians will be taking the video to the schools.

Councilmember Shekerjian asked if elementary students are able to get a library card at school.

Mr. Canasi responded that staff will work that out.

Agenda Item #6 – Mayor’s Youth Advisory Commission Report

Tom Canasi summarized that at the last committee meeting, staff was asked return to the Mayor’s Youth Advisory Commission to let them know the kinds of things already being done through these committees. Staff attended their last commission meeting. The recycling issue will not be included in their next Town Hall, but they will look at this issue next year.

Councilmember Shekerjian added that this committee's work plan included a list of items that the Mayor's Youth Advisory Commission had requested, such as tobacco prevention, education, driving instruction, and internet safety. Staff is working with the City's state lobbyist on bills regarding these issues.

Agenda Item #7 – ASU in the Community

Amanda Burke summarized that ASU in the Community is an online resource of ASU's community outreach programs.

- The site serves as a tool for identifying specific programs and linking to a network of people engaged in the community.
- It features a database searchable by interest area, keyword, city, participants, campus, zip code, college or any combination of these criteria with over 400 programs in over 500 locations.
- It includes an interactive mapping tool with a dynamic backdrop of census data, school districts, legislative districts, congressional districts, or zip codes.
- It connects with ASU's community outreach programs and collaborates with others who engage with the community.
- A bimonthly e-newsletter, the *Community Camera*, highlights the work of individuals and groups at ASU who are making an impact in the community and connects readers with over 1000 ASU outreach opportunities and events.

Councilmember Shekerjian stated that she especially appreciates the list of programs.

Ms. Burke added that reports can also be run to address unique and specific needs.

Councilmember Shekerjian responded that would be helpful to the schools. She asked Ms. Burke to bring back a list of those things geared toward grades 9 to 12 and a list for grades K to 8. Include all the programs, and highlight those located in Tempe.

Ms. Burke asked anyone interested to sign up to receive the *Community Camera*.

Kate Hanley added that she has worked with Ms. Burke and her staff with the partnership with ASU for the earned income tax credit program. It was necessary to get the word about the program and to see if there were additional volunteers. Ms. Burke assigned her to a journalist who worked well with them.

Ms. Burke added that it has grown to over 1100 outreach opportunities across the state.

Agenda Item #8 – Tempe Learning Center (TLC) Partnership

Gretchen Maynard introduced Wydale Holmes and summarized a potential partnership with the school districts to open up the TLC classrooms to all interested school districts. The TLC has been in operation since 1997 and since that time has built an extensive adult education curriculum for City employees. They would like to offer the teachers and administrators an opportunity to come to the TLC classroom and partake of those programs that would be

pertinent to those people. The cost would be approximately \$30 per person for an average 2 to 3 hour class.

Ms. Maynard presented a list of program topics. In 2008, the focus is on professional development and leadership development. Full day classes were previously offered, but that has changed to a maximum of four hours. The TLC full-service classroom is located in the lower level of the Tempe Public Library with instructors well versed in adult education. She invited two members per district to come to a class on March 26th, free of charge, for “Invitation to Team Colors – Introduction to Temperament” for an opportunity to assess the program. She asked that those interested should contact Wydale Holmes.

Dr. Tate asked if the intention is to begin this program in the fall.

Ms. Maynard responded that it is, but that is flexible.

Dr. Tate asked for a syllabus and a calendar of class dates.

Agenda Item #9 – JAG Program Update

Kate Hanley summarized that the proposal has been submitted and the letters of support were submitted on time. Shelley Hearn attended a meeting with the Police Department regarding some of the reserves in the SACA funding. It appears that is a good fit and it prompted them to discuss opening up a process for grants that would go beyond their usual summer grants.

Councilmember Shekerjian added that Jobs for Arizona Graduates (JAG) is a state division of Jobs for America’s Graduates, which has a 25-year history of success with the most at-risk students. Tempe has a dropout rate of about 1.7 and this reaches those at each school who are the most likely to drop out. They have an AIMS prep program, as well as a mentoring program. They also have a successful rate of long term retention after high school. Well over 95% are in military service, jobs, or college. They also provide a scholarship opportunity for those who go on to college. Carolyn Warner, one of our state superintendents, was one of the founders of this program, but after she left that position, the program was not continued. A few years ago, \$400K was secured from the state to help support the JAG program again and we are working to get two of the programs back into the district. Application had been made for a \$100K grant from the JAG national organization, and we are working on matching funds for a two-year program at Tempe High and Marcos de Niza. There is also a middle school program that could be expanded into Tempe.

Ms. Hanley added that we need to scramble to get the second year funding identified.

Councilmember Shekerjian clarified that the amount of money from the Police Department is between \$25K and \$30K.

Ms. Hanley added that the district needs to submit a proposal and she offered her help in that process.

DIRECTION: Kate Hanley will work with Steve Adolph on the proposal.

Agenda Item #10 – Recycling Program Subcommittee Update

Jennifer Adams summarized that 400 internal recycling cans were distributed to City offices, with 1200 cans now positioned throughout the City. To request additional cans, call Tom Beeson at 250-0544. There are also 23-gallon containers in the City break rooms. If the schools would like more of the 90-gallon containers, they should call John Osgood at 250-5100.

Ms. Adams continued that an aggressive campaign is underway to educate residents and school districts about the recycling effort. A new contract accepts more types of recyclables. When the City delivers a ton of recyclables to the recycling facility, the City is paid \$23 per ton. When garbage is taken to the landfill, the City pays \$35 per ton. This is valuable both to the City and to residents and the desire is to increase partnerships and recycling efforts.

Councilmember Shekerjian explained that the school districts should have received a letter asking for a representative to attend a subcommittee work group organized by John Osgood. We are looking for ways to include the schools in opportunities for families to begin education for children about the importance of “think before you throw.” The goal is to generate input from those who would be helping make that happen. Public Works is also looking at ideas for recycling that could help in terms of costs. For example, they are looking at an opportunity to take green waste, composting it and giving it back for fertilizer. Residents might also be able to buy the compost. It will be important to have representatives from ASU and the school districts attend the subcommittee meeting so those kinds of things can be explored.

Kate Hanley asked if everyone can recycle books.

Jennifer responded that anyone can and they can be put in the blue containers.

Tom Canasi added that the Library would also like to sell used books to raise money for children’s learning programs. He asked that recyclers check with the library before discarding books.

Councilmember Shekerjian added that while this committee is doing the education piece of recycling, there will be overlapping with the Councilmember Ellis’ Transportation, Housing and Environment Committee. The committee will be looking at doing some regional things with Phoenix so she has been invited to be involved with us. This subcommittee will develop manageable ideas for recycling.

There was a suggestion that this might be good to handle in conjunction with “Earth Day” activities at the schools.

Agenda Item #11 – Adult Based Education Partnership

Chris Bustamante summarized a newspaper article appearing in *The Republic* in February announcing an adult ACE program at Compadre High. This is a partnership between Rio Salado Community College and the Tempe Union High School District. Rio Salado provides the program at the Compadre High site and, in turn, Tempe Union High School District allows free use of the facility. It is a great partnership and he thanked Steve Adolph for the opportunity. This was an original initiative of this committee and he thanked Councilmember Shekerjian for bringing the Tempe Union High School District and Rio Salado Community College together to make this happen. Both had individual adult basic education programs, but hadn't yet talked about the Adult ACE to allow students to complete up to 24 college credit hours at the same time they are getting their GED. It grounds them in a successful foundation to continue with their college courses. They can go on to the Maricopa Community Colleges upon completion of the program. About 20 students go through the program in a cohort fashion over a 16-month period.

Councilmember Shekerjian added that this has been a true partnership opportunity and has been everything the committee had hoped to bring forward.

Tom Canasi added that it cost the City nothing. The real benefit goes to all of the people who will benefit from the program.

Agenda Item #11 – Announcements

- Jerrod Longoria stated that he has a friend who is a high school football coach in California and over the course of three months, he raised \$6K which will be rolled out to the entire school. He distributed a brochure explaining the process. This program will be rolled out in Tempe to give money back to non-profits to grow businesses and educational groups and foundations.
- Sharon Doyle announced that the Tempe Elementary Schools Foundation will have a dinner on March 29th. Rio Salado Community College has decided to help support the foundation and has bought a table. She will provide more information as it is available.
- Councilmember Shekerjian announced that she was appointed to two national committees by the National League of Cities, one having to do with youth, education and families, and the other a steering committee on human development. She wants to share ideas the committee has developed with those committees in Washington and also bring back ideas to share with this committee.
- Councilmember Shekerjian stated that she and Councilmember Carter will schedule a meeting to talk about the Corona del Sol environmental issue and determine where to go from here.
- Councilmember Shekerjian encouraged the superintendents and the community college and ASU representatives call ahead of time and put concerns on the agenda. She appreciates that the student association is represented here, as well as the off-campus students' center.

Agenda Item #12 – Future Agenda Items

- Follow-up on AMA
- Follow-up on TLC

Meeting adjourned at 4:20 p.m.

Prepared by: Connie Krosschell
Reviewed by: Shelley Hearn

Jan Hort
City Clerk